



The Fearless Future: How AI is impacting Australia's jobs and workers

**PwC Australia's 2025
AI Jobs Barometer**



June 2025

AI can make workers more valuable, not less—even in occupations with highly automatable tasks



“In the past 12 months, we’ve seen more and more evidence emerge of real productivity outcomes from business adoption of AI. And we’re continuing to see more proof points arise across all industries.”

Tom Pagram

Partner, AI Leader and
Global AI Factory Leader,
PwC Australia

- Workers see rising wages: Globally, AI-skilled workers experience average 56% wage premium in 2024, double the 25% in the previous year.
- Bucking expectations, data shows job availability in Australia grew 10% in the roles more exposed to AI, albeit below the growth rate in less exposed occupations.
- Industries most exposed to AI saw three-times higher growth in revenue per employee (27%) compared to those least exposed (9%).

Now in its second year, the Global AI Jobs Barometer looked at close to a billion job adverts from 24 countries and 80 sectors to understand how the demand for workers is shifting in relation to AI adoption.

The global study found that AI is making workers more valuable, not less. Industries most able to use AI have seen productivity growth nearly quadruple since 2022 and are seeing three times higher growth in revenue generated per employee. Jobs numbers and wages are also growing in virtually every AI-exposed occupation, with AI-skilled workers commanding a 56% wage premium, on average.

In Australia, the jobs market has seen growing demand for AI skills over the last decade-plus, with industries such as Financial and Insurance Activities and Information and Communication leading the way. In 2012, only 2,000 job postings in the country called for AI skills. By 2024, that number had grown to 23,000.

AI is changing the way we live and work and driving new levels of cross-sector collaboration—creating opportunities for growth and value for organisations that successfully reinvent their business models. In the Asia Pacific region (including Australia), **nearby US\$3 trillion of value is at stake in 2025** for those that can reinvent through cross-sector convergence.

“ At this point, it’s undeniable that AI adoption is driving a real shift in demand for certain types of skills and that means organisations that are investing in AI need to also be thinking about the implications for strategic workforce planning.”

Tom Pagram

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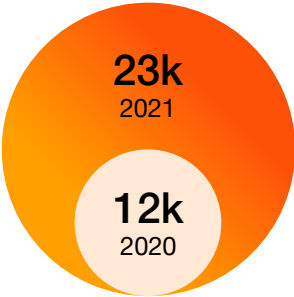
Australian CEOs are eager to seize this opportunity, and almost all are forging ahead with AI. According to our **28th Annual Global CEO Survey**, nine in ten CEOs said AI adoption is important to achieving their business strategy in the next three to five years.

In that same survey, 80% of CEOs said the adoption of GenAI had made little or no difference to their organisational headcount, while 12% said they’d seen an increase in staff numbers due to GenAI. Now, as AI tools become increasingly normalised as part of people’s everyday work and these tools proliferate across industries, our Jobs Barometer research suggests we may be beginning to see a democratisation of AI skills in the jobs market, opening up new opportunities for workers as well as businesses.

Here we unpack some of the stand-out findings for Australia from PwC’s 2025 Global AI Jobs Barometer.



Demand for AI skills levels out as AI skills become normalised



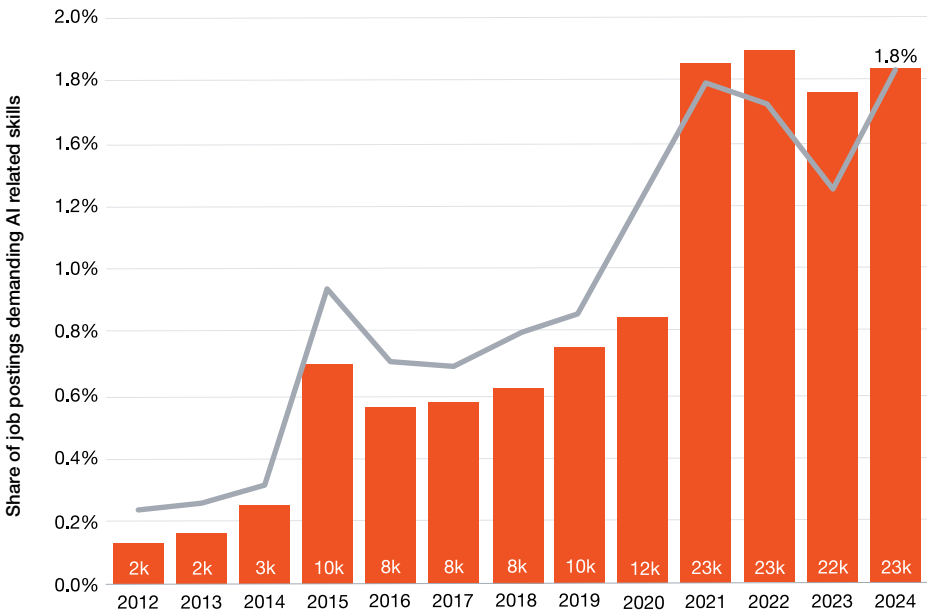
AI skills in the jobs market nearly doubled from 2020 to 2021.

In 2021, Australia saw a rapid and significant surge in the demand for AI skills in the overall jobs market, nearly doubling from 12,000 postings requiring such skills in 2020 to reach 23,000 a year later (Figure 1).

Since 2020, the proportion of job postings that require AI skills has remained mostly steady. There are multiple theories for why this could be the case. For example, it could be a sign that AI skills are normalising as part of people’s day-to-day work, or it could indicate that Australian businesses are increasingly turning to overseas labour markets for AI talent.

Figure 1: Australia’s demand for jobs requiring AI skills shows signs of levelling out, with limited growth since 2021.

Total number and share of job postings requiring AI related skills, Australia 2012-2024



Source: PwC analysis, Lightcast data

“ In recent years AI has become more intuitive and, as a result, more mainstream, baked into the way we naturally work. Workers do not need specific AI skills or an AI qualification to use a copilot-style tool, for example—so we may be starting to see a rebalancing or levelling out of formal demand for AI skills as general AI fluency increases inside enterprises.”

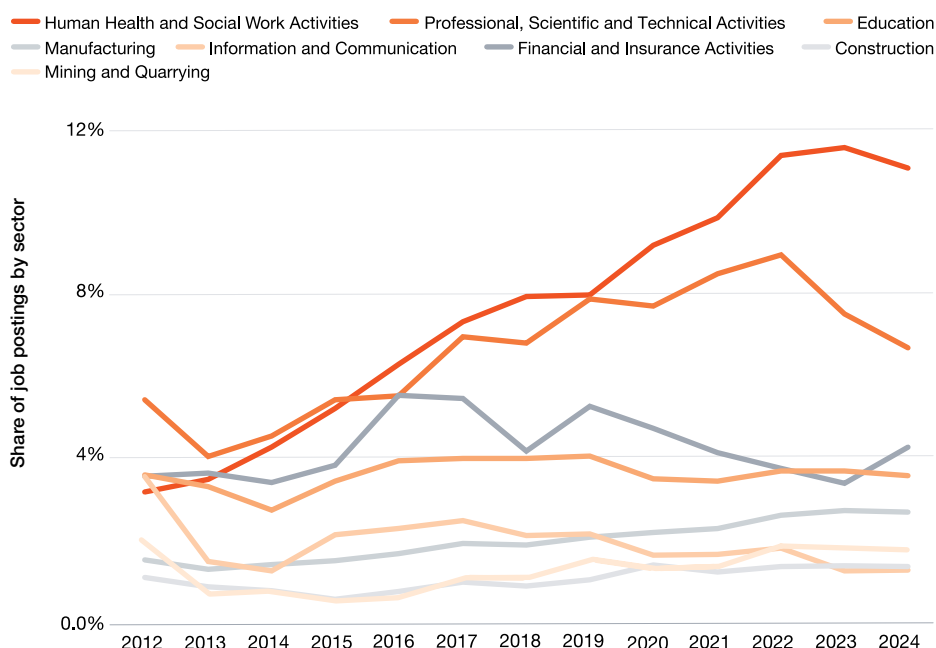
Emma Hardy

Partner, Workforce,
PwC Australia

From an overall, non-AI hiring perspective, for the past decade, two industries—Human Health and Social Work Activities and Professional, Scientific and Technical Activities—have accounted for the largest share of job postings in Australia. While this is still true today, both industries have seen recent declines in their share of overall job postings. Professional, Scientific and Technical jobs now account for 6.7% of all vacancies, down from around 9% in 2022 (Figure 2).

Figure 2: Since 2022, Australia has seen a shift away from job postings in Professional, Scientific, and Technical Activities.

Share of all job postings by sector, Australia, 2012-2024



Source: PwC analysis, Lightcast data

Chart notes: The number of uncategorised jobs changes over time, causing shifts in the shares of other sectors in our data.

By contrast, Financial and Insurance Activities saw an increase in its share of vacancies between 2023 and 2024, and Mining and Quarrying saw no relative change in job postings over the past three years, despite the significant focus on AI skills growth within these industries. This suggests that the growing adoption of AI and automation in these industries is not dampening overall demand for workers on a relative basis.



AI skills are becoming democratised across industries

“The Financial and Insurance industry was an early adopter of AI. What we’re seeing now is a shift from AI skills being centralised in certain sectors to a state where these types of roles and skills are now present in virtually every organisation in every industry.”

Tom Pagram

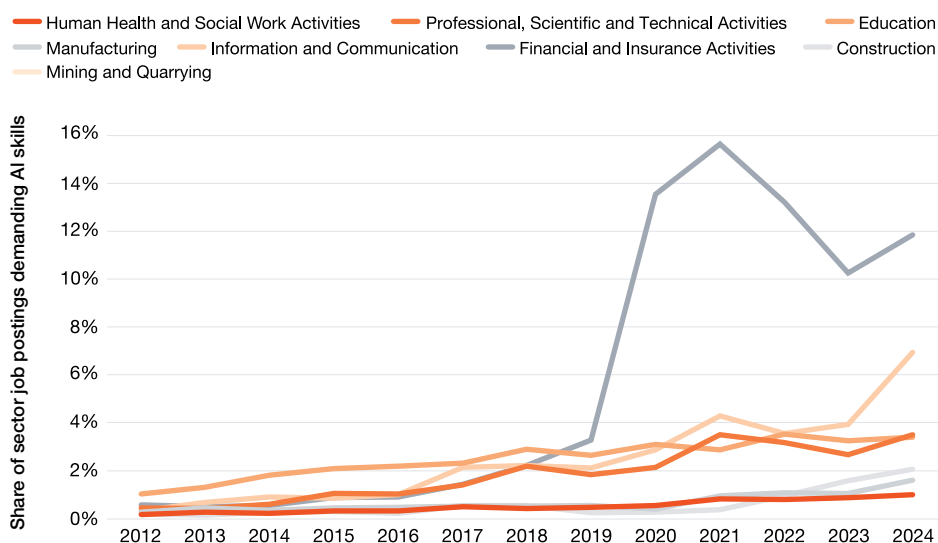
Partner, AI Leader and
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PwC Australia

In line with global findings from PwC’s 2025 AI Jobs Barometer, Financial and Insurance Activities continue to lead in terms of industry demand for AI skills. In 2024, 11.8% of job postings in Financial and Insurance Activities demanded AI skills. While this is down from a spike of 15.7% in 2021, it is still notably higher than all other industries (Figure 3).

Between 2023 and 2024, Information and Communication saw the steepest rise in AI skills demand, with 6.9% of job vacancies requiring AI skills—this makes it the second biggest seeker of AI-proficient talent in Australia.

Figure 3: Australia sees a surge in demand for AI skills in Financial and Insurance Activities as well as Information and Communication jobs.

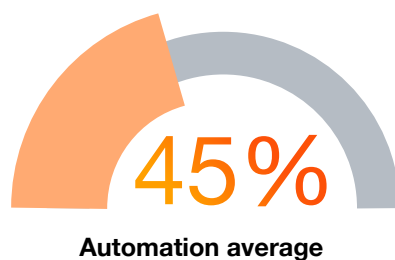
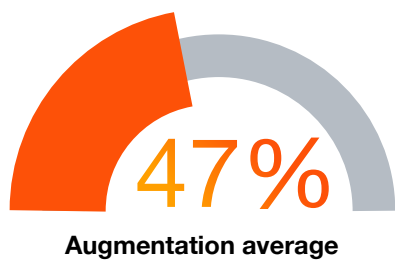
Share of AI job postings by sector, Australia, 2012-2024



Source: PwC analysis, Lightcast data

The Financial and Insurance Activities industry’s 2023 drop in share of AI skills demand may not be a sign that these skills are becoming less sought after—or that the industry has satisfied its AI skills requirements—but rather that AI skills are becoming more democratised across the jobs market.

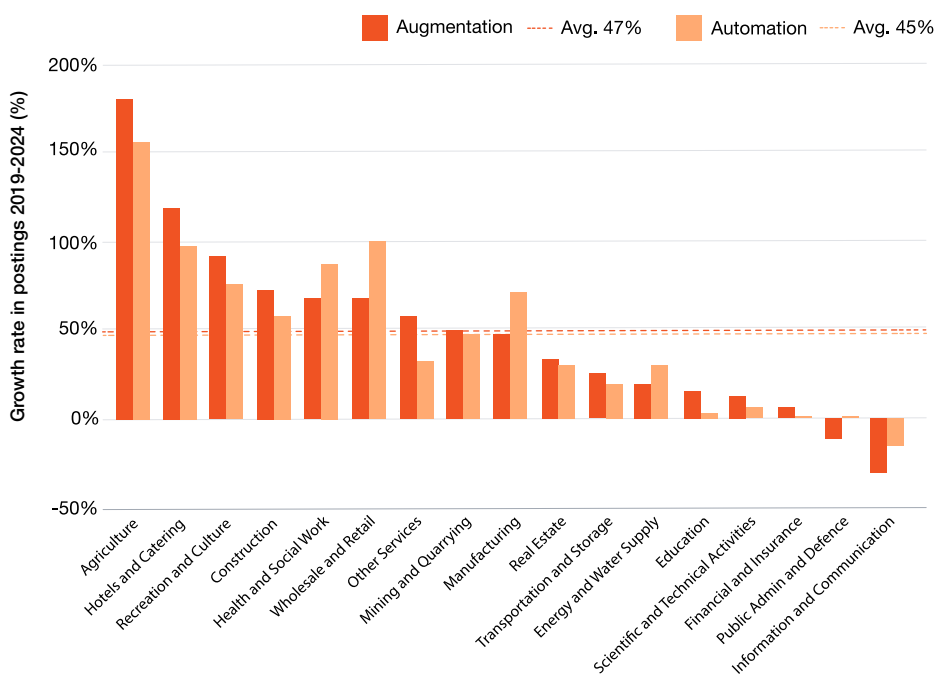
Growth in AI postings is similar across both augmented and automated jobs



Between 2019 and 2024, augmentable jobs—those where humans work alongside AI—grew 47% across all industries, while automatable jobs saw an average 45% growth. It appears that both AI-driven augmentation and automation are contributing to job expansion in Australia (Figure 4).

Figure 4: In Australia, both AI augmentation and automation are driving job growth, with strong gains in hospitality, agriculture, and recreation.

Growth rate in postings by sector for augmented and automated jobs, Australia, 2019-2024



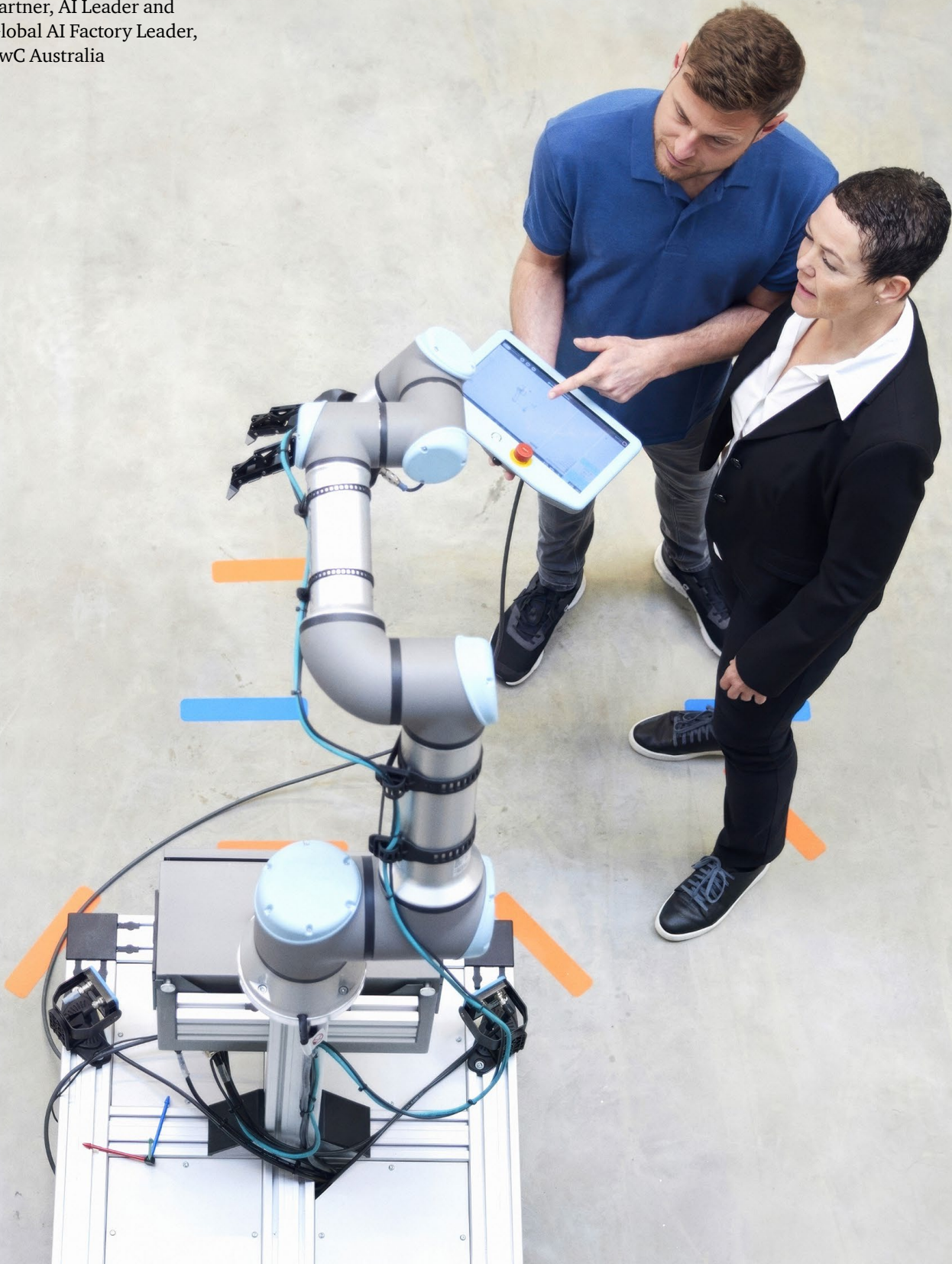
Source: PwC analysis, Lightcast data

“ This data shows that the market values AI skills that support both augmentation and automation. From our experience, you don’t necessarily need to pursue end-to-end automation use cases to start seeing real value and productivity benefits from AI.”

Tom Pagram

Partner, AI Leader and
Global AI Factory Leader,
PwC Australia

Industries such as Agriculture, Hotels and Catering, and Recreation and Culture saw the highest job postings growth over this timeframe, with AI integration possibly driving workforce demand in these sectors.



Degree requirements are falling at similar rates for augmented and automated jobs



“With the rise of AI and augmentation, skills like critical thinking and problem solving are having more prominence. We may be seeing a trend of employers starting to over-index on finding these skills rather than technical or formal qualifications, which can be disrupted by AI.”

Emma Hardy

Partner, Workforce,
PwC Australia

As AI skills become more democratised across the Australian workforce, it seems AI is also creating new opportunities for non-traditional talent.

Degree requirements are falling at similar rates for both augmented and automated roles, with jobs exposed to AI augmentation seeing degree requirements dropping from 71% of postings in 2019 to 67% in 2024. Jobs exposed to automation saw a similar rate of decline, from 80% to 74% (Figure 5).

However, the fact that most augmented and automated jobs still list degree requirements underscores the continued importance of formal education in the job market. The decline in degree requirements may simply indicate that employers are becoming more open to different types of candidates as they seek out the skills they need.

Figure 5: Degree requirements in Australia are falling for both augmented and automated roles

Degree requirements for jobs with high and low AI exposure, Australia, 2019-2024

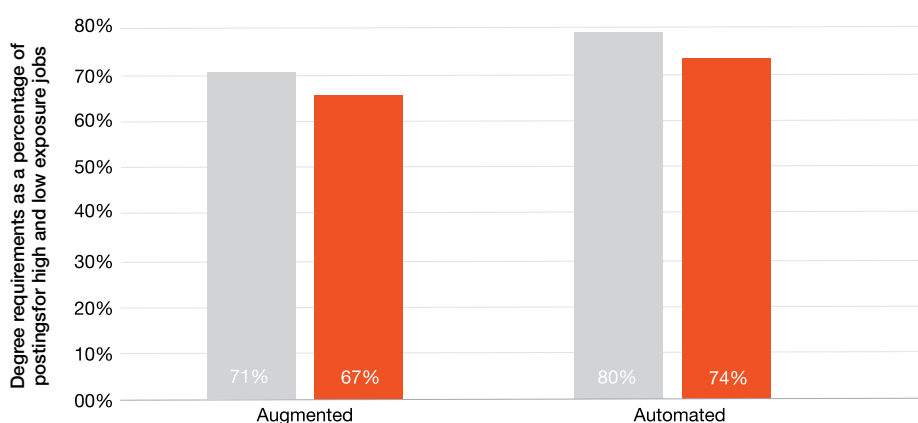


Chart notes: After filtering, observations are categorised by Augmented, Automated, or Neither. We remove observations labelled as Neither. Job postings are only classified as degree jobs if it is explicitly listed in the posting.

Source: PwC analysis, Lightcast data

“Tertiary education providers need to invest in rapid review cycles of course content to keep up with the pace at which AI is evolving. In a space that’s moving as quickly as AI, anything you learned even six months ago could become quickly irrelevant. That’s a huge challenge for educational institutions but could also be a great opportunity for them to partner with the technology sector to develop the contemporary skills and ‘life-long-learning’ philosophy that we require in the AI workforce.”

Tom Pagram

Partner, AI Leader and
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Tertiary educational institutions face a mammoth challenge in keeping up with ever-faster cycles of technological advancement. This disruption could unlock opportunity for tertiary institutions that recognise and respond to the impact of AI on skills and learning.



Five tips for Australian business leaders

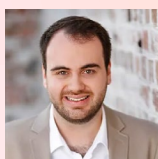


In our [CEO survey](#), 56% of Australia's CEOs believe AI will be integrated into core business strategy in the next three years. And with 42% of CEOs saying they've already seen a boost to employee productivity through using GenAI, organisations in Australia need to move quickly to take advantage of AI.

If you're looking to take the next step, here are our top five tips:

- 1 Engage and empower your workforce:** Democratise AI experimentation and adoption across your workforce by equipping teams with role-relevant training and secure, enterprise-grade tools, with central coordination, oversight and risk monitoring, and internal communities of practice.
- 2 Scale governance expectations in line with how AI systems are used:** Adopt a risk-based, multi-speed AI governance model that calibrates oversight, controls, and transparency to the potential impact of each use case—lightweight pathways for low-risk experimentation, and robust guardrails where AI could influence critical decisions, customer outcomes, or societal trust.
- 3 Invest in AI platform and data foundations through short, targeted cycles:** Avoid overbuilding foundations—develop AI and data capabilities 'just in time' based on active business problems. Use short-cycle platform pilots to surface gaps and evolve iteratively in response to emerging use cases. Be business-led, not vendor-led.
- 4 Make conscious choices about how you will harness the productivity dividend:** Use AI productivity modelling to quantify workforce impact—redeploying released capacity into innovation, wellbeing, revenue generation, and strategic priorities.
- 5 Look beyond efficiency—think about AI as a growth enabler:** Position AI as a growth catalyst by embedding it into enterprise strategy and investment planning—not just as a tool for efficiency, but as a lever for new revenue models, faster product cycles, and differentiated customer value. Prioritise use cases where agentic workflows or AI-led decisions can transform value creation.

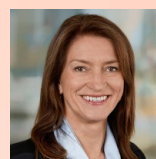
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